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ABSTRACT

Random samples of 786 Indianapolis, Indiana, residents and 413 residents of The Netherlands were interviewed in a study of media-related gratifications. Although the Dutch and American cultures and media systems differ considerably, a number of striking similarities emerged in the findings of this study, including similarities for the relative salience of the different needs, the relative frequency of media use in responding to the different needs, the specific media most often used to respond to different needs, and relative levels of satisfaction with media performance in response to specific needs. In Holland, mass media tended to be used more frequently for the more important personal needs, with the more salient needs producing greater relative satisfaction from media use for those needs. In Indianapolis, the media were used more frequently to respond to a need, the higher the satisfaction, but the media were not used relatively often for the more important needs. Diversionary needs were the strongest need predictors of general television exposure in both places, while cognitive needs were the strongest need predictors of general newspaper exposure. The data indicated that personal needs should be considered when trying to predict the frequency and kind of media use. (Author/RL)

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Personal Needs and Media Use in The Netherlands and the United States

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Personal Needs and Media Use

In The Netherlands and the United States

The "uses and gratifications" approach to communication research assumes that patterns of mass media use are determined to a large extent by active media audience members seeking satisfaction for a number of specific needs stemming from their social, psychological and physical environments. Thus, the uses and gratifications tradition has focused on the question of which media are used to obtain satisfaction for which needs by what groups of people.

The basic framework for this study is taken from the work of Katz, Gurevitch and Haas, whose study of 1,500 Israeli adults provided an extensive catalog of media-related gratifications.[1] The basic assumption of their work is that various social and psychological needs mediate in the selection of both mass media and media content.

Although previous research in The Netherlands by Wilhoit and de Bock[2] found no evidence that expected gratifications played an intervening role in how the Dutch television audience responded to a popular imported family comedy, the present study attempts to look more deeply into the role of personal needs (and perceived gratification of such needs) in predicting media use in both Holland and the United States.

To what extent desired gratifications are intervening factors in media exposure and effects remains a question, despite considerable research. Major studies of political communication suggest gratifications are related to exposure, political attitudes and knowledge, and issue salience.[3] More recent work on the public television audience in the U.S. found that refined measures of gratifications were better predictors of consumption than

traditional demographic variables only for those persons classified as "decisionmakers."[4] Palmgreen and Rayburn concluded that social constraints, work schedules, and media availability may be more powerful than personal motivations in predicting media use.[5]

A considerable amount of earlier work leads us to question the relative predictiveness of the gratifications approach. Several decades ago, Bogart suggested that social-occupational factors were likely to be more powerful determinants of media exposure than individual motivations.[6] At about the same time, Sears and Freedman reanalyzed much of the effects research to date and, in effect, rediscovered the role of social structure and mechanical circumstances in explaining media exposure patterns.[7]

On the other hand, there are persuasive arguments in the psychology literature for the validity of a gratifications perspective. Perhaps the most persuasive and thorough analysis is by McGuire, who argues that without reinforcement of gratifications sought, the "clear and loyal preferences among equally accessible mass communications" that emerge in many studies would be highly unlikely.[8] Also, as Blumler has suggested, methodological improvements in gratification studies--such as moving from single-item to multiple-question gratification measures--may help in resolving some of the challenges to uses and gratifications inquiry.[9]

Blumler, in arguing that researchers must consider how audience motivations are related to media use and media influence, suggested three basic audience orientations: (1) Cognitive (surveillance, vote guidance seeking, and reality exploration); (2) Diversion (entertainment and excitement); and (3) Personal Identity (reinforcement and salience of personal experiences).[10]

The present U.S.-Dutch study sought to include specific needs reflecting these three basic orientations. Nine different needs were examined in the

U.S., but only six were included in the Dutch study because of more severe interviewing time limitations. The specific needs included in this study were:

Audience Orientations	Dutch Needs	U.S. Needs
A. Cognitive	1. Need to keep tabs on what's going on	1. Need to keep tabs on what's going on
	2. Need to know what other people are thinking	2. Need to know what other people are saying
		3. Need to plan your day
B. Diversion	1. Need to be entertained	1. Need to be entertained
	2. Need to relax	2. Need to relax
		3. Need to kill time
C. Personal Identity	1. Need to avoid feeling lonely	1. Need to avoid feeling lonely
	2. Need to have influence	2. Need to have influence
		3. Need to get to know yourself better

Purposes of Study

This study replicates substantial aspects of the Katz, Gurevitch and Haas Israeli study, and it seeks to expand the uses and gratifications approach by including a measure of the salience of each need, as well as a measure of the level of satisfaction obtained from media for each need.

The specific research objectives were:

1. To compare the salience (frequency and strength) of the various needs within each country and between countries.
2. To relate the salience of various needs to the frequency and kind of mass media use in the two countries.

3. To determine the amount of satisfaction obtained from media in general (and from specific media) for the various needs.

4. To compare the salience of need measures with more traditional demographic measures in predicting frequency of mass media use, both for specific need satisfaction and in general.

Method

Telephone surveys were used to study 786 Indianapolis, Indiana, residents and 413 Dutch respondents, all of whom were 14 years of age or older. The U.S. sample was a disproportionate random one, providing an overrepresentation of young persons (14 to 20 years old) and older persons (62 to 87). The Dutch sample was a stratified random group of persons aged 15 and older, representative of the entire nation. All interviews were conducted by trained interviewers during April and May of 1978. The response rate for the U.S. sample was about 87%, and for the Dutch sample it was about 79%.

The structured questionnaire included measures of salience (frequency and strength) of various needs, frequency of media use to satisfy needs, most preferred medium for each need, and level of satisfaction obtained if mass media were used to satisfy the need.

1. About how often do you feel the need to be (specific need) ?

   ____always ___often ___occasionally ___seldom

   ____never (SKIP TO NEXT PAGE) ____don't know (DON'T SUGGEST)

2. When you want to (specific need) , is the feeling usually:

   ____very strong ___strong ___moderate ___weak

   ____very weak _____don't know (DON'T SUGGEST)

3. When you want to (specific need) , what do you do? What activity do you turn to?

   (LIST ALL ACTIVITIES MENTIONED)_____

   (IF RESPONDENT HAS MENTIONED ONE OF THE MASS MEDIA, SKIP TO QUESTION 6. IF MORE THAN ONE MEDIUM MENTIONED, SKIP TO 5.)

4. How often, if at all, do you turn to any of the mass media when you want to (specific need) ?

   _____always ___often ___occasionally ___seldom

   _____ never (SKIP TO NEXT PAGE) ___don't know (DON'T SUGGEST)

5. Which of the mass media would you most want to use in this situation?

____radio ____television ____magazines ____movies

____newspapers ____books ____don't know (DON'T SUGGEST)

6. When you (fill in answer to number 5--or to number 3 if only one medium mentioned) does it (specific need) you:

___a lot ___a fair amount ___a little ___hardly at all

___don't know (DON'T SUGGEST)

Additional items in the questionnaire included general media use questions for television, newspaper and radio, and a set of demographic, social and political questions.

Results

Salience of Needs. The needs to keep tabs on things and to relax were the most salient for both Dutch and U.S. respondents. (See Table 1) In the Dutch sample, these two needs were followed by the two remaining cognitive and diversion needs--the need to be entertained and the need to know what others are thinking--suggesting that the cognitive and diversion motives are more salient for the Dutch than the personal identity motive.

Table 1 About Here

Perhaps because of cultural differences, the pattern of findings was different for the U.S. sample, in which the third most salient need was the need to have influence (one of the three personal identity needs). In the U.S. sample, adolescent, young and middle-aged women rated the need to have influence as much less important than their male counterparts, suggesting that the stereotypical image of the aggressive American male may have some empirical basis. (See Table 1)

Taken together, however, the salience rankings of the first six needs are quite similar for both Dutch and U.S. samples, suggesting that some of the same needs may be important to people of different cultures.

Frequency of Media Use to Satisfy Needs. The needs to keep tabs and to be entertained inspired the most frequent mass media use in both Dutch and U.S. respondents. (See Table 2) Although the Dutch tended to say they use mass media fairly often to avoid feeling lonely, the U.S. respondents were less likely to do so. Media were least often used by the Dutch and Americans when they felt the need to have influence on things happening around them.

Table 2 About Here

Again, the overall rankings for the two groups are fairly similar, suggesting that there are some common patterns of mass media use for satisfying the same needs in Indianapolis and Holland. Among both groups, mass media seem to be used most often in response to cognitive and diversion motives, rather than in response to a general need for personal identity.

Choice of Specific Media to Satisfy Needs. Television was the most frequently used medium in response to four of the six needs for the Dutch and five of the nine needs for the U.S. sample. (See Table 3) But newspapers were most often used for the most salient cognitive need (to keep tabs on things).

The Dutch were more likely to rely on television to know what others are thinking, whereas the U.S. sample was more likely to turn to newspapers. (See Table 3) In addition, the Dutch used newspapers most frequently when they felt the need to have influence on things around them, whereas the U.S. sample was split evenly between newspapers and television for this need, with

women more likely to use newspapers and men more likely to use television.

Table 3 About Here

Overall, the similarities between the Dutch and U.S. samples in choice of specific media to satisfy various needs are striking. It appears that the Dutch generally use the same media most often in response to the same specific personal needs as do Indianapolis residents.

Needs Best Satisfied by Media. High levels of satisfaction with media performance were most often reported for the neds to relax, keep tabs and avoid feeling lonely in the Dutch study. (See Table 4) In the U.S. survey, the needs best satisfied by mass media were to keep tabs, to be entertained and to relax. U.S. respondents were relatively less satisfied with media performance in response to the need to avoid feeling lonely than were Dutch people, and the Dutch seemed to be relatively less satisfied with media for being entertained than did the U.S. sample.

Table 4 About Here

Both groups were relatively dissatisfied with media for the needs to have influence and to know what others are thinking. And the U.S. sample was least satisfied with media for planning the day.

In general, the U.S. sample was most satisfied with media for diversionary needs (be entertained, relax, and kill time) and least satisfied with media for personal identity needs (know yourself, have influence). The pattern was somewhat mixed for the Dutch sample, but except for the need to avoid feeling lonely, the overall media satisfaction rankings were fairly

similar for the two groups.

Media Best at Satisfying Needs. Although one of the least often used media in response to various needs, books were rated most satisfying by the Dutch people who used them for the two diversionary needs (to be entertained and to relax) and for one of the personal identity needs (to avoid feeling lonely). (See Table 5) In the U.S. survey, books were rated first or second most satisfying for eight of the nine needs by those few persons who used them in response to those needs.

Table 5 About Here

As in the Dutch sample, books were rated highest mainly for diversionary and personal identity needs by the U.S. respondents, but especially for personal identity needs. Books were the second most-used medium for the two diversionary needs (to be entertained and to relax) among the Dutch but were only third most-frequently used for one of the personal identity needs (to avoid feeling lonely) and not among the top three media for the other personal identity need (to have influence).

The Dutch were generally more satisfied with radio for relaxing and for avoiding loneliness than were the U.S. respondents. The Dutch were also relatively more satisfied with television and newspapers for knowing what others are thinking and for having influence than were the Indianapolis residents,who were more satisfied with books and magazines for these needs.

Salience of Needs, Frequency of Media Use, and Media Satisfaction of Needs. For the Dutch respondents, the more salient needs were associated with more frequent media use and with more satisfaction from media use. (See Table 6)

This was also the pattern for the U.S. respondents to some extent, but the link between salience of a need and frequency of media use for that need was not nearly as consistent in the U.S. as in the Dutch study. For example, in the U.S. study the third most salient need (to have influence) was ranked eighth in frequency of media use and eighth in satisfaction from media use.

Table 6 About Here

The relationship between frequency of media use and satisfaction from media use in the U.S. study, however, was nearly perfect. No frequency and satisfaction rankings varied by more than one rank. (See Table 6)

In Holland, then, mass media tended to be used more frequently for more important personal needs, and the more salient the need, the greater the satisfaction gained from media use for that need. In Indianapolis, mass media tended to be used more frequently for the two most important needs, but the relationship was much less consistent for the other needs. The more frequently media were used for needs in Indianapolis, however, the greater the satisfaction gained from media use.

These findings suggest that people in Indianapolis are turning to other sources besides media for satisfaction of some salient needs, especially the need to have influence on things. In contrast, the Dutch are more likely to use media more often when the salience of a need is greater. Particularly interesting is the finding in the U.S. that media are used third most frequently for the least salient of the nine needs (to kill time).

Predictors of Salience of Needs. Age emerged as the most powerful predictor of need salience (defined as frequency and strength of need) in the Indianapolis sample. Sex of the respondent was also a predictor of the

salience of loneliness. Socioeconomic status (defined as educational level combined with occupational status) did not appear to be a predictor of salience of any of the needs. (See Table 7)

In general, the older the American respondent, the less salient the needs (as we have defined them) appeared to be. The most dramatic illustration of the impact of age is on the salience of the need for entertainment.

The most significant finding in the U.S. sample is that the three predictors we have looked at explain very little of the variability in need salience. Apparently other situational, or perhaps other psychological, factors are antecedent to need salience. To the extent that age is a factor in perceived salience of various needs, our findings suggest that there may be a complement of needs--factors other than the commonly cited ones that were used here--that replace the needs of a younger age for Americans.

Table 7 About Here

In contrast, educational level was the most powerful predictor of need salience in The Netherlands. Sex of the respondent was a factor on loneliness (as it was also in the American sample) and entertainment. Age was a factor among the Dutch on the needs to keep tabs and to have influence. (See Table 7)

As in the U.S. study, very little of the variability in need salience was predicted by the demographic variables used in the Dutch study, suggesting that in both studies the salience of need measures were not surrogate demographic measures but were measures of underlying audience motives which were fairly independent of demographic and social status.

Predictors of Frequency of Media Use for Need Satisfaction. The amount of perceived salience of various needs appears to have very little to do with the extent to which mass media are used by Americans in satisfying these needs (defined as how often the media are turned to when the need is felt). Age, sex, and socioeconomic status are equally good predictors. But, again, the most significant finding is that none of the variables appears to explain much of the variability in frequency of media use for need satisfaction in the Indianapolis sample. (See Table 8)

Table 8 About Here

These results are in sharp contrast to the pattern of Dutch responses. Need salience was clearly the dominant predictor of Dutch use of mass media in satisfying the various needs. (See Table 8) Nevertheless, there are still large amounts of variation in frequency of media use for satisfying needs which are not explained by the demographic and salience of need predictors. The largest R^2 in the Dutch study is .15, and the largest in the U.S. study is .04.

Perhaps media use for need satisfaction is an act that is subsumed by the larger exposure patterns of Americans and, to a lesser extent, the Dutch people. In other words, it is possible that many persons do not turn to the mass media upon feeling a need because they are already consuming media for a variety of other reasons. If this is true, perhaps a look at general media exposure patterns for the Indianapolis and Dutch samples may prove revealing.

Predictors of General Television Exposure. So far, the role of demographic and salience of need variables has been discussed in relation to the frequency of mass media use to satisfy specific needs. But the importance of personal

needs and demographic measures in mass communication research lies not only in their ability to predict media use for specific purposes, but also in their ability to predict and explain more general patterns of exposure to different media.

To test the predictive power of all demographic and salience of need variables, linear multiple regression analyses were carried out using time spent with newspapers and television as the dependent variables. The best predictor of average number of minutes per day spent with television in Holland was education, followed by five salience of need measures. The best predictor of average number of hours per day spent with television in Indianapolis was the salience of the need

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Table 9 About Here

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to kill time, followed by three demographic variables and two salience of need measures. (See Table 9) Thus in Holland the personal needs played a more dominant role in predicting time spent with television than in Indianapolis.

In Holland less-educated people watched more television than more-educated people, and those with a more salient need for entertainment spent more time with TV than those with a less salient need for entertainment. In addition, those persons with a less salient need to know what others think and/or a less salient need to have influence spent more time with television.

In Indianapolis, those persons with a more salient need to kill time spent more time with television. Women were likely to spend more time with TV than men, and those with lower incomes were also more likely to spend more time with TV than those with higher incomes. Being married was weakly correlated with TV exposure, as were less salient needs to plan one's day and to know what

others are saying. (See Table 9)

In both the Dutch and U.S. samples, increased salience of the need to know what others are thinking and saying was associated with less TV exposure. Although an increase in the salience of need for entertainment was moderately correlated with television exposure in Holland, the salience of entertainment was not among the top six predictors in the U.S. sample, even though televison was the most-often mentioned medium of choice in response to the need to be entertained in both countries. (See Table 3)

This finding suggests that television may not be very effective at entertaining people in the Indianapolis area, but probably is effective at helping them kill time.

The above speculation is further supported by regressions carried out for four separate age groups in Indianapolis. These analyses indicate that the need to be entertained was a negative predictor of time spent with TV for adolescents and was not a predictor for young or middle-aged adults, but the need to kill time was a positive predictor of TV exposure for all age groups except the middle-aged.

Predictors of General Newspaper Exposure. Age was the dominant predictor of the average number of minutes spent with a newspaper in Holland and in Indianapolis. The older the person, the more time spent with the newspaper. (See Table 10)

In addition, those persons with a more salient need to keep tabs on things tended to spend more time with newspapers in both Holland and Indianapolis.

In Holland, those who had a greater need to know what others are thinking and to have influence on things spent more time with newspapers, but in the U.S. sample, those with a more salient need to have influence tended to spend

less time with newspapers, perhaps because having influence on things in the U.S. often means "getting ahead" in one's occupation which in turn means spending more time on the job and less time at home reading a newspaper.

Table 10 About Here

Personal needs generally did not play as prominent a role in predicting general newspaper exposure in Holland as they did in predicting general TV exposure. Both age and political interest were stronger predictors than any of the needs. In the U.S. study, the salience of needs played a slightly more prominent role in predicting general newspaper exposure than in predicting general TV exposure.

In the Dutch study, two of the same needs which predicted general TV exposure also predicted general newspaper exposure (the needs to know what others think and to have influence). But whereas these were negative predictors for TV exposure, they were positive predictors for newspaper exposure. (See Tables 9 and 10) In the U.S. study, the only personal need which was among the top six predictors for both TV and newspaper exposure was the need to plan one's day, and it was a fairly weak negative predictor for both kinds of media exposure.

Diversionary needs were the strongest need predictors of general television exposure in both Holland and Indianapolis, and cognitive needs were the strongest need predictors of general newspaper exposure in both countries, suggesting that television is perceived as more suited for diversion and newspapers more suited for cognitive (reality exploration) needs in both countries. This conclusion is further supported by data in Table 3 which indicate that newspapers were most often turned to in response to the need to keep tabs on things, and television was most often turned to in response to the needs

to be entertained and to kill time.

Conclusions

Holland and the United States provide interesting cases for comparison. Both countries have highly developed media systems that reach a majority of their populations. A greater range of media content--especially in entertainment--is available in the U.S., but the Dutch system of broadcasting also provides considerable diversity.

Although the Dutch and American media systems and cultures differ considerably, there are a number of striking similarities in the findings of the two surveys reported here. The relative salience of the different needs, the relative frequency of media use in response to the different needs, and the specific media most often used in response to different needs are all quite similar in both the Dutch and the U.S. surveys. Except for one notable point, the relative levels of satisfaction with media performance in response to specific needs are also fairly similar between the two countries. And in both countries, demographics are not strong predictors of the salience of needs.

There are some important differences between the two countries, however. In Holland mass media tend to be used more frequently for the more important personal needs, and the more salient the need, the greater the relative satisfaction gained from media use for that need. In Indianapolis the more frequently media are used in response to a need, the higher the satisfaction, but media are <u>not</u> used relatively often for some highly salient needs.

These findings raise the possibility that the mass media in Indianapolis are not as effective at satisfying important personal needs as are the Dutch mass media. This speculation is further supported by the fact that the need claimed to be <u>least</u> important to the Americans--to kill time--stimulated

relatively frequent media use and high satisfaction with media.

The Dutch survey suggests a stronger role for the salience of need measures in predicting frequency of media use for specific needs than does the Indianapolis survey. But even though the personal needs are more important in predicting general newspaper and television use in the U.S., the demographics of age, education and political interest are more powerful predictors of general media exposure than any of the need salience measures in both countries.

Although the total variation in both specific and general media use accounted for by demographic and need salience measures is fairly low in both countries, our data suggest that it is useful to consider both demographics and personal needs in trying to predict frequency and kind of mass media use. Because the demographics in our study were generally not good predictors of the perceived salience of personal needs, we must conclude that need measures are distinct from demographics.

Our data also suggest that other factors besides the ones included in this study should be taken into account when trying to predict media use. These factors probably include social constraints, work schedules and media availability, as well as other personal needs not measured here.

It is clear from our data, however, that people in The Netherlands and the United States do consider some personal needs more important than others, do turn to mass media when they feel certain important needs, and do choose different media for satisfying different personal needs. It is also clear that these personal needs cut across demographic and social class boundaries and that they cannot be ignored in studying mass media use in Holland and in the United States.

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[4]Philip Palmgreen and J. D. Rayburn II, "Uses and Gratifications and Exposure to Public Television: A Discrepancy Approach," unpublished paper presented at the Association for Education in Journalism Convention, University of Washington, Seattle (August 1978).

[5]Palmgreen and Rayburn II, p. 17.

[6]Leo Bogart, "The Mass Media and the Blue Collar Worker," in A. Bennett and W. Gomberg (eds.), The Blue Collar World, Englewood Cliffs, N.J.: Prentice Hall, 1965.

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[9]Jay G. Blumler, "The Rule of Theory in Uses and Gratifications Studies," Communication Research, 6:9-36 (January 1979), p. 14.

[10]Jay G. Blumler, "The Role of Theory in Uses and Gratifications Studies," p. 17.

Table 1

Salience of Personal Needs

Needs	Dutch Sample (n=408) Average Score	Dutch Sample (n=408) Rank	U.S. Sample (n=786) Rank	U.S. Sample (n=786) Average Score
1. To keep tabs	3.32[a]	1[b]	1	5.92[c]
2. To relax	3.34	2	2	5.46
3. To be entertained	4.13	3	4.5	4.78
4. To know what others are saying and thinking	4.74	4	4.5	4.78
5. To have influence	4.96	5	3	4.80
6. To avoid feeling lonely	5.84	6	8	3.56
7. To plan day	---[d]	---	6	4.31
8. To know self	---	---	7	4.30
9. To kill time	---	---	9	3.38

[a]These average salience scores (a combination of frequency and strength scores) for the Dutch sample range from "1" (high salience) to "6" (low salience). Some of the n's vary slightly from the highest n of 408.

[b]In both sets of rankings (for the Dutch sample and for the U.S. sample), a ranking of "1" indicates the most salient need and a ranking of "9" indicates the least salient need.

[c]These average salience scores (a combination of frequency and strength scores) for the U.S. sample range from "2" (low salience) to "9" (high salience). Some of the n's vary slightly from the highest n of 786.

[d]Not asked in the Dutch survey.

Table 2

Frequency of Mass Media Use to Satisfy Personal Needs

Needs	Dutch Sample (n = 369) Average Score	Dutch Sample (n = 369) Rank	U.S. Sample (n = 654) Rank	U.S. Sample (n = 654) Average Score
1. To keep tabs	1.77[a]	1[b]	1	6.01[c]
2. To be entertained	2.03	2	2	5.70
3. To avoid feeling lonely	2.32	3	6	4.19
4. To relax	2.64	4	4	4.77
5. To know what others are saying and thinking	2.71	5	5	4.64
6. To have influence	3.36	6	8	2.57
7. To kill time	----[d]		3	5.63
8. To know self	----		7	2.89
9. To plan day	----		9	2.45

[a]These average frequency of media use scores for the Dutch sample range from "1" (often use) to "4" (never use). Some of the n's vary somewhat from the highest n of 369.

[b]In both sets of rankings (for the Dutch sample and for the U.S. sample), a ranking of "1" indicates the need for which some kind of mass media was turned to most often, and a ranking of "9" indicates the need for which mass media were turned to least often.

[c]These average frequency of media use scores for the U.S. sample range from "1"(never use) to "7" (often use). Some of the n's vary somewhat from the highest n of 654.

[d]Not asked in the Dutch survey.

Table 3

Specific Media Used Most Often
In Response to Personal Needs

Needs	Dutch Sample (n = 299)[a] Medium Used Most Often	U.S. Sample (n = 573)[b] Medium Used Most Often
1. To keep tabs	Newspapers	Newspapers
2. To relax	Television	Television
3. To be entertained	Television	Television
4. To know what others are saying and thinking	Television	Newspapers
5. To have influence	Newspapers	Newspapers and Television[c]
6. To avoid feeling lonely	Television	Television
7. To plan day	------[d]	Television
8. To know self	------	Books
9. To kill time	------	Television

[a]Some of the n's for the different needs in the Dutch survey vary somewhat from the highest n of 299.

[b]Some of the n's for the different needs in the U.S. survey vary somewhat from the highest n of 573.

[c]These media were tied for first place in response to the need to have influence.

[d]Not asked in the Dutch survey.

Table 4

Satisfaction with Media in General for Personal Needs

Needs	Dutch Sample (n=310) Average Score	Dutch Sample (n=310) Rank	U.S. Sample (n=601) Rank	U.S. Sample (n=601) Average Score
1. To relax	1.55[a]	1[b]	3	7.45
2. To keep tabs	1.56	2.5	1	7.55
3. To avoid feeling lonely	1.56	2.5	6	6.92
4. To be entertained	1.70	4	2	7.46
5. To know what others are saying and thinking	1.88	5	5	7.25
6. To have influence	2.08	6	8	6.23
7. To kill time	---[d]	---	4	7.36
8. To know self	---	---	7	6.81
9. To plan day	---	---	9	5.91

[a]These average satisfaction with media scores for the Dutch sample ranged from "1" (very much satisfied) to "3" (not so much satisfied). Some of the n's vary somewhat from the highest n of 310.

[b]In both sets of rankings (for the Dutch sample and for the U.S. sample), a ranking of "1" indicates the need for which high levels of satisfaction with media were most often reported. A ranking of "9" indicates the need for which high levels of satisfaction with media were least often reported.

[c]These average satisfaction with media scores for the U.S. sample ranged from "5" (a little satisfaction) to "9" (a lot of satisfaction). Some of the n's vary somewhat from the highest n of 601.

[d]Not asked in the Dutch survey.

Table 5

Satisfaction with Specific Media for Personal Needs

Needs	Dutch Sample[a] Media Rated Most Satisfying[b]	U.S. Sample Media Rated Most Satisfying[c]
1. To relax	Books, Radio	Books, Movies
2. To keep tabs	Newspapers, Television	Movies, Newspapers
3. To avoid feeling lonely	Books, Radio	Books, Magazines
4. To be entertained	Books, Radio	Radio, Books
5. To know what others are saying and thinking	Television, Newspapers	Magazines, Books
6. To have influence	Television, Newspapers	Books, Magazines
7. To kill time	-----[d]	Movies, Books
8. To know self	-----	Books, Movies
9. To plan day	-----	Books, Movies

[a]No single summary n is reported for the Dutch or the U.S. samples because the individual n's vary by need and by medium most preferred for satisfying each need.

[b]The media satisfaction scores for the Dutch sample ranged from "1" (very much satisfied) to "3" (not so much satisfied). The media listed here received the highest average satisfaction scores (lowest numerically) from those persons who said they most preferred these media for satisfying the various needs.

[c]The media satisfaction scores for the U.S. sample ranged from "5" (a little satisfaction) to "9" (a lot of satisfaction). The media listed here received the highest average satisfaction scores from those persons who said they most preferred these media for satisfying the various needs.

[d]Not asked in the Dutch survey.

Table 6

Salience of Needs, Frequency of Media Use, and Media Satisfaction of Needs

Needs	Dutch Sample			U. S. Sample		
	Salience Rankings	Media Frequency Rankings	Media Satisfaction Rankings	Salience Rankings	Media Frequency Rankings	Media Satisfaction Rankings
1. To keep tabs	1[a]	1	2.5	1	1	1
2. To relax	2	4[c]	1	2	4	3
3. To be entertained	3	2	4	4.5	2	2
4. To know what others are saying and thinking	4	5	5	4.5	5	5
5. To have influence	5	6	6	3	8	8
6. To avoid feeling lonely	6	3	2.5	8	6	6
7. To plan day	---[b]	---	---	6	9	9
8. To know self	---	---	---	7	7	7
9. To kill time	---	---	---	9	3	4

[a]For all rankings shown here, the number "1" signifies the most salient need, the need for which the most persons reported using media the most often, or the need for which the most persons reported high levels of satisfaction.

[b]Not asked in the Dutch survey.

[c]Differences of "2" or more in rankings are marked with an arrow.

Table 7
Linear Regression Analysis of Three Demographic Predictors of the Salience of Personal Needs

Salience of Needs	Dutch Sample (n = 413) Predictor	Beta	r	Sig. of Beta	U.S. Sample (n = 786) Predictor	Beta	r	Sig. of Beta
1.To be entertained	Age	-.04	-.07		Age	-.34	-.34	.0001
	Education[a]	.09	.11		SES[a]	.00	.00	
	Sex[b]	-.10	-.11	.04	Sex[b]	-.01	-.07	
				(R^2=.02)				(R^2=.12)
2.To know what others are saying and thinking	Age	-.07	-.16		Age	-.22	-.21	.0001
	Education	.29	.30	.01	SES	.002	.008	
	Sex	.03	.00		Sex	.04	.002	
				(R^2=.10)				(R^2=.05)
3.To avoid feeling lonely	Age	-.00	-.02		Age	-.11	-.09	.05
	Education	.06	.04		SES	.02	.03	
	Sex	.14	.13	.01	Sex	.11	.09	.06
				(R^2=.03)				(R^2=.02)
4.To have influence	Age	-.10	-.15	.06	Age	-.17	-.19	.002
	Education	.21	.25	.01	SES	.008	.004	
	Sex	-.07	-.10		Sex	-.07	-.10	
				(R^2=.07)				(R^2=.04)
5.To keep tabs	Age	.16	.06	.01	Age	-.04	-.03	
	Education	.32	.29	.01	SES	.03	.03	
	Sex	-.04	-.08		Sex	.03	.03	
				(R^2=.11)				(R^2=.003)
6.To relax	Age	-.07	-.11		Age	-.13	-.13	.02
	Education	.12	.14	.02	SES	-.05	-.05	
	Sex	.05	.03		Sex	.02	-.01	
				(R^2=.03)				(R^2=.02)
7.To kill time	-----[c]	---	---	---	Age	-.19	-.19	.001
					SES	.05	.05	
					Sex	-.01	-.04	
								(R^2=.04)
8.To plan day	-----	---	---	---	Age	-.17	-.17	
					SES	.08	.08	
					Sex	.0003	-.02	
								(R^2=.04)
9.To know self	-----	---	---	---	Age	-.21	-.19	.0001
					SES	-.03	-.02	
					Sex	.09	.05	
								(R^2=.05)

[a]Occupational data were not used in the preliminary analysis of the Dutch sample, so education is used in place of the socioeconomic status (SES) combination of education and occupation in the U.S. sample.

[b]In both the Dutch and the U.S. samples, a positive value for beta and r indicates that being female is associated with increased salience of a need. A negative value indicates that being male is associated with increased salience of a need. Dummy variable analysis was used to treat sex as an independent variable in these regressions.

[c]Not asked in the Dutch survey because of interviewing time constraints.

Table 8

Linear Regression Analysis of Four Predictors
of the Frequency of Mass Media Use for Need Gratification

Frequency of Media Use to Satisfy Needs	Dutch Sample (n = 413) Predictor	Beta	r	Sig. of Beta	U.S. Sample (n = 786) Predictor	Beta	r	Sig. of Beta
1. To be entertained	Age	.06	.05		Age[a]	.02	-.001	
	Education[a]	.09	.04		SES[a]	.02	.02	
	Sex[b]	.11	.08	.03	Sex	.01	.01	
	Salience of Entertainment	.28	.27	.01 (R^2=.09)	Salience of Entertainment	.05	.05	(R^2=.003)
2. To know what others are saying and thinking	Age	.06	.05		Age	.13	.13	.03
	Education	.07	.07		SES	-.05	-.05	
	Sex	.00	-.03		Sex	-.003	.02	
	Salience of What Others Say	.18	.19	.01 (R^2=.04)	Salience of What Others Say	-.002	-.03	(R^2=.02)
3. To avoid feeling lonely	Age	.08	.07		Age	-.03	-.02	
	Education	.22	.20	.01	SES	-.02	-.01	
	Sex	.07	.08		Sex	.07	.07	
	Salience of Loneliness	.22	.20	.01 (R^2=.08)	Salience of Loneliness	.04	.05	(R^2=.008)
4. To have influence	Age	-.20	-.17	.01	Age	.02	.04	
	Education	-.08	-.03		SES	-.09	-.08	
	Sex	.02	-.02		Sex	.08	.08	
	Salience of Influence	.06	.04	(R^2=.02)	Salience of Influence	-.02	-.04	(R^2=.02)
5. To keep tabs	Age	.02	.02		Age	.11	.11	.05
	Education	.14	.22	.01	SES	.08	.08	
	Sex	-.10	-.16	.04	Sex	-.001	.03	
	Salience of Keeping tabs	.29	.34	.01 (R^2=.15)	Salience of Keeping tabs	.11	.11	.05 (R^2=.03)
6. To relax	Age	-.02	-.06		Age	-.09	-.07	
	Education	.12	.13	.04	SES	-.11	-.11	.05
	Sex	-.00	-.01		Sex	.09	.07	
	Salience of Relaxation	.06	.14	(R^2=.02)	Salience of Relaxation	.04	.06	(R^2=.03)
7. To kill time	------[c]	----	----	----	Age	-.01	-.01	
					SES	-.02	-.01	
					Sex	.07	.06	
					Salience of killing time	.05	.05	(R^2=.001)

Table 8

	Dutch Sample				U.S. Sample			
8. To plan day	-----	----	----	----	Age	-.11	-.09	.05
					SES	-.08	-.10	
					Sex	-.01	-.04	
					Salience of planning day	-.15	-.13	.01 (R^2=.04)
9. To know self	----	----	----	----	Age	.03	.01	
					SES	-.008	-.007	
					Sex	.07	.08	
					Salience of Knowing self	.18	.18	.001 (R^2=.04)

[a]Occupational data were not used in the preliminary analysis of the Dutch data, so education is used in place of the socioeconomic status (SES) combination of education and occupation in the U.S. data.

[b]In both the Dutch and the U.S. samples, a positive value of beta and r indicates that being female is associated with more media use in response to a given need. A negative value indicates that being male is associated with more frequent media use. Dummy variable analysis was used to treat sex as an independent variable in these regressions.

[c]Not asked in the Dutch survey because of interviewing time constraints.

Table 9

Linear Regression Analysis Ranking of the Top Predictors (Among All Demographic and Salience of Need Measures) of Time Spent with Television[1]

Dutch Sample (n = 413)				U.S. Sample (n = 786)			
Predictors	Beta	r	Beta sig.	Predictors	Beta	r	Beta sig.
Education	-.21	-.27	< .01	Need to kill time	.15	.15	.04
Need for entertainment	.17	.13	< .01	Sex[2]	.11	.14	.14
Need to know what others say	-.13	-.22	.02	Income	-.11	-.18	.17
Need to have influence	-.11	-.20	.05	Marital Status[3]	.08	.02	.32
Need to relax	-.09	-.09	.10	Need to plan day	-.08	-.13	.30
Need to avoid feeling lonely	.08	.09	.12	Need to know what others say	-.08	-.11	.32
R^2 = .15				R^2 = .09			

[1]The measure of time spent with television in the Dutch sample was the average number of minutes per day spent with TV, which was obtained by multiplying the number of days per week a person said he usually watched TV times the number of minutes watched yesterday and dividing by seven. The measure of time spent with television in the U.S. was the average number of hours per day spent with TV, which was obtained in the same manner as the Dutch measure, using hours instead of minutes.

[2]A positive value of Beta and r for the sex variable in the U.S. sample indicates that being female is associated with more time spent with TV. Dummy variable analysis was used to include sex in the regression analysis.

[3]A positive value of Beta and r indicates that being married is associated with more time spent with TV. Dummy variable analysis was used.

Table 10

Linear Regression Analysis Ranking of the Top Predictors (Among All Demographic and Salience of Need Measures) Of Time Spent with Newspapers[1]

Dutch Sample (n = 413)				U.S. Sample (n = 786)			
Predictors	Beta	r	Beta sig.	Predictors	Beta	r	Beta sig.
Age	.27	.28	<.01	Age	.27	.35	.002
Political interest	.20	.36	<.01	Need to keep tabs	.14	.10	.05
Need to keep tabs	.12	.26	.03	Need to have influence	-.13	-.14	.08
Need to know what others say	.11	.16	.04	Need to plan day	-.12	-.17	.10
Need to have influence	.08	.15	.18	SES[3]	.11	.08	.11
Sex[2]	.06	.12	.23	Activity in local organizations	-.10	-.15	.13
R^2 = .21				R^2 = .20			

[1]The measure of time spent with newspapers in the Dutch and in the U.S. samples was the average number of minutes spent per day reading a newspaper. This was obtained by multiplying the number of days per week a person said he usually read a newspaper times the number of minutes he said he spent yesterday, and dividing this product by seven.

[2]A positive value of Beta and r for the sex variable in the Dutch sample means that being female was associated with more time spent with newspapers. Dummy variable analysis was used to include sex as an independent variable in the regression analysis.

[3]The measure of socioeconomic status (SES) in the U.S. sample was a combination of occupational prestige and education level.